

# STD TXT: Help MedlinePlus develop a STD text message campaign relevant to college students



Project Title	STD TXT: Help MedlinePlus develop a STD text message campaign relevant to college students
Project Summary	Write text messages and develop promotional materials for STD TXT, a STD text messaging campaign for college students, which aims to help prevent the spread of STDs and increase STD testing through education and awareness.
Country	United States

## Project Description

Did you know that about half of sexually active young adults will get an STD before their 25th birthday – and many of them will have no idea?

MedlinePlus.gov, a consumer health information website produced by the National Library of Medicine, wants to help change that. We are developing an STD text messaging campaign, which will send text messages once a week, reminding college students to be safe, inform them how, and help them find free STD testing centers near them.

What do we need help with? Writing text messages that will appeal to college students (we are walking a fine line between staying relevant and being professional), creating promotional materials, and assessing success. We're looking for students within our intended audience that can help us spread the word and reach their peers in an authentic and personal way.

Some of this work will involve social media management, and if time allows, could also include writing social media campaigns outside of sexual health.

## Required Skills or Interests

Skill(s)

Marketing

Social media management

Storytelling/blogging/vlogging

Additional Information

Depending on the skills of applicant, work could also include graphic design, outreach, and/or analytics.

The campaign will be in English and Spanish, help with Spanish translation would be nice to have, but not a requirement.

Language Requirements

Language	Speaking Proficiency	Reading Proficiency	Importance
Spanish	Full professional proficiency	Full professional proficiency	Nice to Have